DOCUMENT RESUME

ED 412 818 HE 030 608

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TITLE	Strategic Indicators for Higher Education, 1996. Vital Benchmarks and Information To Help You Evaluate and Improve Your Institution's Performance.
INSTITUTION	Peterson's Guides, Inc., Princeton, NJ.; Association of Governing Boards of Universities and Colleges, Washington, D.C.
PUB DATE	1996-00-00
NOTE	205p.
AVAILABLE FROM	Peterson's Guides, Inc., 202 Carnegie Center, P.O. Box 2123, Princeton, NJ 08543-2123; phone: 609-243-9111; fax: 609-243-9150 ($49.95).
PUB TYPE	Books (010) -- Tests/Questionnaires (160)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Capital; Colleges; Comparative Analysis; Educational Facilities; Educational Finance; Enrollment; Expenditure Per Student; Expenditures; Faculty; Faculty Workload; Fees; Higher Education; Information Management; Information Services; *Institutional Administration; *Management Systems; *Organizational Effectiveness; Private Colleges; Public Colleges; Regional Schools; State Universities; *Strategic Planning; Student Financial Aid; Students; Surveys; Technology; Trend Analysis; Tuition; Two Year Colleges; Universities

ABSTRACT

The strategic indicators defined in this book, which builds on two earlier studies published by the Association of Governing Boards of Universities and Colleges, are intended to enable institutions to compare their position in key strategic areas with their peer institutions. Data for more than 100 key indicators was collected from.nearly 1,000 institutions and is arranged in six peer groupings: public two-year colleges, regional colleges and universities, and research universities, and private colleges with tuition and fees of less than $9,000, from $9,000 to $12,000, and more than $12,000. The indicators are grouped in four broad categories: (1) financial capital, which includes revenues, expenditures, assets, liabilities, and fund balances, and fund raising; (2) physical capital, which includes plant operation and maintenance and new investment; (3) information capital, which includes library and other information resources and technology access; and (4) human capital, which encompasses student enrollment, admissions, tuition, fees and financial aid, and faculty. A narrative, accompanied by tables and visuals, discusses each indicator, details its significance, explains how to interpret it, and sets out related policy questions. Appended are notes on the survey and a copy of the survey instrument, a glossary, and indicator calculations. (CH)

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